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"Consumer Time"

Presented by

THE U. S. DEPARTMENT OF AGRICULTURE
N.B.C. NETWORK COAST TO COAST **SATURDAYS****what's coming**

12:15 P.M. EST

11:15 A.M. CST

10:15 A.M. MST

9:15 A.M. PST

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DDT IN THE HOME

May 3, 1947

1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL
2. JOHN: IT'S CONSUMER TIME!
3. SOUND: CASH REGISTER...CLOSE DRAWER
4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME, by the U. S. Department of Agriculture. And here are your inquiring consumers, Mrs. Freyman and Johnny.
5. JOHN: Today we promised to bring to our listeners the facts about DDT and how to use it most effectively in the home.
6. FREYMAN: I have lots of questions about DDT, Johnny. And I'd like to have aerosol bombs explained to me too...are they all the same? And if they aren't...which ones should I choose and which insects do they kill...and

7. JOHN: Now wait a minute, Mrs. Freyman...we'll get to all that. And later on in the program we'll have a guest expert from the U. S. Department of Agriculture to answer any special questions. But first...I think we should say something^{about}/just how important it is to get rid of flies and other insects around the house.
8. FREYMAN: Oh yes, Johnny...flies are so annoying...and roaches are so ugly.
9. JOHN: Household insects are worse than that.
10. FREYMAN: I know. They cause so much food to be wasted.
11. JOHN: Food and other things. It's estimated that insect enemies cost the United States billions of dollars every year. And don't forget that flies, mosquitoes, and other insects in the home bring certain diseases. And lice and fleas often carry deadly germs. Let's look back in history...and see how since the beginning of time...certain insects have changed man's course for him!
12. MUSIC: DRAMATIC. HOLD IT IN BACKGROUND
13. JOHN: Since the beginning of time...insects were a curse to humanity. Flies...a plague to the Egyptians...a scourge to the ancient Greeks.
14. MUSIC: CROSSFADE INTO MARCHING FEET GRADUAL FADE
15. JOHN: Early in history...the marching feet of the Roman Empire... slowed down...turned back by epidemic diseases among the armies and the people...diseases carried by insects.
16. SOUND: DRUMS:
17. JOHN: Another campaign for conquest. Napoleon marches on Russia. But the drums die out again. The campaign fails...because of outbreaks of typhus in Napoleon's army..Typhus...carried by lice!
18. MUSIC: SPANISH BUT SERIOUS. HOLD IN BACKGROUND
19. JOHN: And of the Spanish-American war...it's been truly said that disease brought by mosquitoes, flies, and other insects took more American lives than Spanish bullets.

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20. SOUND: ARTILLERY BOMBARDMENT...FADE GRADUALLY
21. JOHN: But in the second World War...we learned that there was a new weapon to fight insects...a deadly weapon put into our hands by science...that weapon is DDT!
22. MUSIC: EMPHATIC CHORD AND THEN SNEAKS INTO BACKGROUND
23. JOHN: DDT...discovered by Swiss chemists...largely developed for practical use by American scientists...so that in a matter of hours...the American Army could rid a whole Pacific island of flies and mosquitoes. On some islands...DDT did such a good job...that it was possible to take down screens from windows and doors. A deadly weapon, put into our hands by science...DDT.
24. MUSIC: DRAMATIC...UP AND OUT
25. FREYMAN: But what can DDT do in my home, Johnny? That's what I want to know.
26. JOHN: DDT kills most of the common household pests, Mrs. Freyman... like flies, mosquitoes...silverfish...even cockroaches, moths, fleas and bedbugs.
27. FREYMAN: You mean...just a little whiff of DDT and any of those bugs roll over dead?
28. JOHN: Not quite. You see, DDT works differently from most other insecticides. Mr. Bug doesn't have to swallow DDT or be hit directly by it. He merely has to come in contact with DDT as he rests or crawls on a treated surface. He absorbs the poison through his feet, legs...or even his body.
29. FREYMAN: Oh...so DDT really is a poison? Does it kill Mr. Bug as soon as he absorbs it?

30. JOHN: No...not right away. DDT attacks the nervous system of insects. So pretty soon Mr. Bug becomes restless. He drags his legs and his movements are jerky. He may crawl or fly away from the place where the DDT is. Then the bug becomes paralyzed, has convulsions, and dies.
31. FREYMAN: That's the end of Mr. Bug. And Mrs. Homemaker can count the number of insects she's polished off with DDT.
32. JOHN: Well, it's better to measure the results of DDT by the absence of live insects...not the presence of dead ones.
33. FREYMAN: Johnny, I've heard that DDT comes in powders, sprays and those aerosol bombs...
34. JOHN: That's right.
35. FREYMAN: Well, how do you use the different forms of DDT? Let's start with sprays first.
36. JOHN: Okay. DDT comes in two types of liquid sprays...a residual spray and a space spray.
37. FREYMAN: What do you mean by a residual spray...does it stick?
38. JOHN: Mmm hmn. Residual sprays leave poisonous crystals that kill the , the insects after the sprayed solution dries. The DDT crystals will kill them when they come out from their hiding places and crawl over the treated surfaces looking for food. And DDT sprayed on inside walls especially will continue to kill for quite a long while, I understand...sometimes as long as several months.
39. FREYMAN: Wonderful. Say, I've got an ordinary household spray gun at home. Do you think that would be okay for a DDT residual spray?
40. JOHN: Sure. I'll give you a tip though. You get the best results with a sprayer that gives a wet spray with as little "fog" as possible.

41. FREYMAN: My spray gun sends out a coarse mist.
42. JOHN: Fine. That's what you want for a residual DDT spray, but hold it close to the surface to be treated so the spray will stick to the surface and not float away in the air.
43. FREYMAN: Johnny...how about people who don't have a sprayer? Anything else they can use?
44. JOHN: They can use a paint brush to apply the liquid. That's a super way to treat windows and door screens.
45. FREYMAN: Now let me make sure I've got residual sprays straight. You use them on walls...and any place where insects crawl.
46. JOHN: That's right. Now...aerosol bombs are intended to be used as space sprays. They're really terrific for killing flies and mosquitoes immediately in a closed room. It kills them on the hoof...or should I say on the wing? The pyrethrum knocks them down quickly and the DDT keeps them down.
47. FREYMAN: Why do they call it an aerosol bomb, Johnny?...besides the fact that it looks like a bomb?
48. JOHN: Well, all it is really is a container holding the insecticide, dissolved in a liquified gas under pressure. When you open the valve, the sudden change in pressure lets the insecticide out into the air in the form of a fog or fine mist. Incidentally, Mrs. Freyman, did you know that the manufacturers make aerosol bombs under a license issued by the U..S. Department of Agriculture?
49. FREYMAN: Well, that's interesting. Then I bet the aerosol bombs have to meet a pretty high standard.
50. JOHN: Right.
51. FREYMAN: I suppose there are directions on the aerosol bombs for releasing that valve you spoke about a minute ago?

52. JOHN: Mmm hmm. All you have to do is to follow the directions. The only thing you have to remember about the aerosol bombs is that they don't have any lasting effect...like a residual spray.
53. FREYMAN: Okay. I'll remember that. Now...how about DDT in the form of powder?
54. JOHN: Well, any ordinary small hand dust gun is fine for applying DDT in this form. Just remember to spread it evenly over the surfaces you are treating...and blow it into all the cracks and crevices where the little bugs hang out.
55. FREYMAN: Johnny...you've really got a lot of knowledge about DDT stored away. I'm impressed.
56. JOHN: (MODESTLY) Well...thank you, Mrs. Freyman. It's really nothing.
57. FREYMAN: But I've got a sixty four dollar question I's like answered. I've noticed that different labels say five percent DDT...or some other percent DDT. Well, which do I ask for to do which jobs?
58. JOHN: Hmm...I think...we'd better turn that question...and any other from here on...over to David G. Hall, of the Bureau of Entomology and Plant Quarantine of the U. S. Department of Agriculture.
59. FREYMAN: In other words, Johnny's passing the buck to you, Mr. Hall. Anyway...how about the different strengths of DDT?
60. HALL: That's an easy matter, Mrs. Freyman. Just remember that a space spray or aerosol bomb should not have over three percent DDT...a residual spray should have five percent DDT...and in powder form...look for ten percent DDT.
61. FREYMAN: Now let me make sure I've got those right. Space sprays or aerosol bombs not over three percent DDT.
62. HALL: Right.

63. FREYMAN: Residual sprays...five percent.And in powder form ten percent DDT.
64. HALL: You've got it Mrs. Freyman.
65. FREYMAN: Now, Mr. Hall, if DDT is poison to insects...how does it affect people?
66. HALL: DDT is a poison,. But it has been proved that it can be used safely when used correctly. And no single case of DDT poisoning in humans has ever been proven in the United States...when DDT has been properly used for killing insects.
67. FREYMAN: But are there any precautions we should keep in mind?
68. CAST: (GIVE PRECAUTIONS DELIBERATELY AND CAREFULLY)
69. HALL: Just ordinary precautions in handling and storing DDT. That means avoid applying it on eating utensils and food. Store it out of the children's reach.
70. JOHN: And don't keep it around where you'll mistake it for flour or baking powder.
71. HALL: That's the idea, Johnny. And of course you wash your hands when you've finished applying DDT. There are a couple of other things to keep in mind too. Never wet an animal with oil preparations of DDT. And don't spray oil solutions near open fires.
72. JOHN: That's so the oil won't catch fire, isn't it, not the DDT?
73. HALL: Exactly. And just one more precaution. Take house plants, fish, or other pets out of the house when you're applying DDT.
74. JOHN: Now I have a question for you, Mr. Hall. How come Noah didn't swat both flies when he had such a good chance?
75. HALL: (LAUGHING) Well...that's one I've often wondered about myself, Johnny. But I'll tell you this...with DDT we've got a second chance to do a good swatting job on flies. And there's a nation wide drive on right now to control disease-carrying flies, like the housefly, through the use of DDT.

76. JOHN: That's one drive I think everyone should help make a success.
77. FREYMAN: Me too. But now I'd like to swing the discussion over to another insect...bedbugs.
78. JOHN: Ugh...pardon me while I shudder.
79. FREYMAN: Don't mind him, Mr. Hall. I'm sure a lot of people are wondering how effective DDT is against bedbugs.
80. HALL: It's proved to be remarkably effective for the control of bedbugs, Mrs. Freyman.
81. FREYMAN: Good!
82. HALL: The treatment is simple and economical. If the DDT is applied properly, it will not only clean up an infestation of bedbugs, but will keep it clean for six months to a year or more.
83. FREYMAN: That's wonderful. Now how about telling us the proper way to apply it.
84. HALL: The most important thing is to apply the DDT in the proper places. Spray it directly on the bed, and if there are cracks in the walls and other places spray them too.
85. JOHN: Do you have to take the bed apart first?
86. HALL: No indeed. Just be careful to get a thin film of residual DDT over the entire mattress and frame. As little as three ounces of a DDT solution will usually be enough to treat an ordinary double bed and mattress. So a pint will treat five beds.
87. FREYMAN: That certainly is economical. And you said "a residual spray"... so that would be five percent DDT solution.
88. HALL: That's right. A five percent DDT solution in deodorized kerosene is best for bedbug control.
89. FREYMAN: Does DDT stir up the bedbugs...or chase them to another room. Anything like that?

90. HALL: No. DDT does a clean job. You may see the bugs crawling about in the open during the daytime...but don't worry, they won't live long.
91. JOHN: Sounds like DDT is the arch-enemy of bedbugs.
92. FREYMAN: One more question on this nasty subject. How long do you have to wait before you can make up a sprayed bed?
93. HALL: Only a few hours. And if you have adequate ventilation...the oil spray will dry even quicker.
94. JOHN: Can we change the subject to something a little more pleasant... like clothes moths?
95. FREYMAN: And what's so pleasant about a clothes moth?
96. JOHN: Oh...I'll think of something.
97. FREYMAN: Meanwhile I'd like Mr. Hall to tell me if there's really anything to this business of treating clothes
to protect them from insect damage during storage.
98. HALL: Well, after twenty-five years of testing fabrics treated against clothes moths and carpet beetles...the Bureau of Entomology and Plant Quarantine thinks that fabric or clothing treatments are very important. Of course no solution that we know of has been developed yet to give permanent and absolute protection under all circumstances.
99. FREYMAN: Some are pretty good though?
100. HALL: Oh yes. Tests showed that fabrics dipped in solutions of fluorine compounds in the factory were protected for quite awhile. And the effectiveness lasts through several dry cleanings. You can buy certain fluorine solutions for treating your clothes at home. Just follow the directions on the container.
101. JOHN: Any special tips you'd like to pass along, Mr. Hall, for getting the best results for treating clothes at home?

102. HALL: Well, that stuff has been pretty well advertised. Just pay particular attention to spraying along the folds, seams, and pockets...under lapels...any place where moths can hide or feed easily. There is one warning I would like to mention though.
103. FREYMAN: About solutions for treating fabrics?
104. HALL: Yes. Read the list of ingredients on the container of any solution. If arsenic is listed, don't use the solution on clothing or on anything that may come in contact with the skin... even blankets, upholstery fabrics or rugs.
105. FREYMAN: Mr. Hall, how about DDT for mothproofing?
106. HALL: DDT solutions kill the insects by contact...and leave an effective residue on the fabrics..even on the closet walls and floors...for future protection. The evidence so far shows that these are the best all-round sprays yet developed for moth control. But we're continuing to test them further. Incidentally don't ^{dark} spray/woolens with a DDT solution. It leaves a light residue.
107. FREYMAN: Well, thanks so much David G. Hall, of the Bureau of Entomology and Plant Quarantine for giving us all the news about DDT. We really appreciate it.
108. JOHN: (INTERUPTING) Say! I've finally thought up something in defense of the clothes moth. What do you want to pick on the clothes moth for? He lives on the least food of any insect. All he eats is holes!
109. CAST: LAUGH
110. MUSIC: GAY LIGHT BRIDGE
111. JOHN: And now, Mrs. Freyman, what's on CONSUMER TIME next week?

112. FREYMAN: Our program next week is called "Homemaking on Top of the World". Part of the program will come from Fairbanks,, Alaska. We'll meet some Alaskan homemakers...and hear about some of the interesting similarities and differences between keeping house up there and in the United States.
113. JOHN: Alaska...Oh boy! I've heard some terrific things about that country. Land of opportunity...land of the future!
114. FREYMAN: Well, we'll hear all about that next week.
115. JOHN: Swell. Hope all our friends are listening in for a special broadcast from Alaska...to hear about "Homemaking on Top of the World" on
116. SOUND: CASH REGISTER
117. ANNCR: CONSUMER TIME!
118. SOUND: CASH REGISTER...CLOSE DRAWER
119. ANNCR: CONSUMER TIME, written by Eleanor Miller and directed by Frederick Schweikher is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C.

This is the National Broadcasting Company.

